



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

February 26, 2013

To: Supervisor Mark Ridley-Thomas, Chairman
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

Board of Supervisors
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Third District

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MOBILE-READY WEBSITES AND MOBILE APPLICATIONS (ITEM 44, AGENDA OF NOVEMBER 20, 2012)

On November 20, 2012, the Board, on motion of Supervisor Ridley-Thomas, instructed the Chief Executive Officer (CEO) and the Chief Information Officer (CIO), to:

1. Report back to the Board in 60 days on the feasibility of implementing secured mobile-ready websites and applications to ensure the availability of County information on computer and mobile platforms; and
2. Instruct County departments that partner with Internet service providers to not only provide wireless broadband access to the public, but also leverage that connectivity for their mobile applications and mobile-ready websites.

IMPLEMENTATION OF MOBILE-READY WEBSITES AND APPLICATIONS

In 2011, global smartphone shipments exceeded personal computer shipments for the first time in history. By the year 2015, more Americans will access the Internet via mobile devices than via desktop PCs^a. Increasingly, government entities are adding mobility to the mix of constituent communication channels and online services that are provided using the Internet. As cited in the Board motion, President Obama Administration's May 2012 Digital Government Strategy mandates that every major federal agency make two key services available on mobile phone within a year. The

^a <http://images.erepublic.com/documents/New+Mobility-SLED+WP+v2.pdf>

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CEO's upcoming proposed 2013 update to the County Strategic Plan includes a strategic initiative to enhance eGovernment through the use of mobile applications to expand the accessibility to the County's online information and services.

During the past two years, the CIO's eGovernment Program has worked with several County departments to develop mobile applications and websites. In March 2010, the Los Angeles County Museum of Art (LACMA) secured a grant from the Productivity Investment Fund, with the support of the CIO, to develop a mobile website (<http://www.mobile.lacma.org>). In January 2011, LACMA launched its mobile website that featured an interactive map showing locations of exhibits and events on the Los Angeles County Museum of Art campus, paperless ticketing services and virtual tours of its galleries and art collections. More recently, LACMA also published a Kubrick App for Apple mobile devices in support of a Stanley Kubrick Exhibition.

The Board, at the recommendation of the CIO and County Counsel, approved the Apple Developers iOS Agreement on November 16, 2010. In July 2011, the Department of Public Works (DPW) launched a mobile application, The Works (<http://dpw.lacounty.gov/theWorks/>) on the Apple iPhone platform for County residents to report and track pothole repairs and graffiti removal. Since its launch, The Works App has been downloaded over 1,800 times and DPW has received over 1,400 service requests. DPW also provided contact information for 30 percent of the service requests which were reported to other jurisdictions for resolution. Below is a summary of the type of service requests received from The Works:

Service Type	Requests Received
Bike Path	12
Graffiti Remediation	565
Illegal Dumping	474
Pothole	248
Report of a Violation	100
Street Sweeping	35
Total	1,434

Since then, three other County departments have deployed mobile websites:

- LACountyLib (<http://www.colapublib.org/gomobile/>) – A mobile application published by the County Public Library that offers quick searches for location of local libraries, books, movies, music and audio files, and management of library accounts, such as placing holds and renewing items on loan, and up-to-date information of events and classes at local libraries.

- DHR Mobile (<http://m.hr.lacounty.gov/>) – A mobile website managed by the Department of Human Resources (DHR) that features quick searches for County internal and open competitive job postings and online job applications. Since January 2013, the DHR mobile job site has received 29,273 visits.
- Consumer Affairs Mobile (<http://m.dca.lacounty.gov/>) – A mobile website managed by the Department of Consumer Affairs (DCA) that features contact information for consumer services, locations of DCA offices and online submission of questions to DCA.

With the development of the DHR and Consumer Affairs mobile websites, the CIO's eGovernment Program, in collaboration with the CEO and Internal Services Department (ISD), has established a framework and a catalog of reusable software that can be used to quickly and cost-effectively develop and deploy mobile websites across Apple and Google Android mobile devices and tablets. The increasing availability of application programming interfaces and web services has allowed mobile websites to provide a rich user experience, such as use of geospatial location services that previous were only available to mobile applications. Currently, ISD is leveraging the mobile development framework and reusable software to develop a new mobile website for the Department of Parks and Recreation, scheduled to be launched in April 2013.

A number of initiatives are underway to further facilitate the development and deployment of mobile-ready websites and applications:

- Submit a replacement Online Payment Processing Agreement for Board approval by March 2013. This replacement Agreement will include provisions to leverage mobile technologies for online payment services.
- Review and submit the Google Play Agreement for Board approval by May, 2013. Similar to the previously Board-approved Apple Developers iOS Agreement, the Google Play Agreement will enable departments to publish their mobile apps for Android smartphones and tablets.
- Develop a Mobile Strategy in collaboration with the CIO Council by June 2013.
- Explore the feasibility of crowdsourcing to tap on the talents of County constituencies to help develop departments develop mobile applications.

PARTNER WITH INTERNET SERVICE PROVIDERS

The report on Broadband Internet Access submitted by the CEO on November 5, 2012 recommended that County departments consider public-private partnerships to deliver broadband Internet access to the public for use at County facilities. Several departments including the Department of Beaches and Harbors, Community Development Commission, Natural History Museum and Department of Health Services are evaluating partnerships with commercial Internet Service Providers to provide broadband services at their facilities. Concurrently, the CIO is working with the CIO Council to develop security and service standards for broadband services that will be used to establish minimum specifications and service levels for broadband services for County departments.

CONCLUSION

Mobile technology may be the channel through which mobile solutions are delivered, but mobile solutions themselves must be driven by business opportunities that advance outcomes. The CIO will continue to work with departments to identify and evaluate services that can leverage mobile technologies to extend their reach to constituents.

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SAW:ef

c: Executive Office, Board of Supervisors
 Information Technology Board Deputies
 Chief Information Office
 Internal Services